

# **RJ REYNOLDS**


TOBACCO COMPANY

February 23, 1996

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

 **E-Mail**

#1642 / B. A. Cook

#1645 / R. M. Duszynski

**INTRODUCTION: DORAL FF BOX / DORAL FF MENTHOL BOX**  
**PROMOTION #600895 / B1G1F**

Listed below is your allocation for the above referenced program. All pertinent information detailing this promotion is included in FSC-31-A. As previously communicated, our allocation will not support all of the Region's direct accounts. Therefore, each of you have been allocated a share of the Region's entire allocation.

You should target your Partners accounts (convenience / gas) that should afford us the greatest opportunity. Should you feel it necessary to include Key Partners' accounts called on your Account Managers, let's utilize.

THE FIRST AVAILABLE ORDER DATE IS MARCH 11, 1996, AND THE EARLIEST DELIVERY DATE WILL BE MARCH 25, 1996. KEEP IN MIND THAT ALL PRODUCT MUST BE SHIPPED INTO DIRECTS ON, OR BEFORE, MARCH 29TH.

**PROMOTION #600895**

**Syracuse Chain #1642**

120 Doral FF Box B1G1F

120 Doral FF Menthol Box B1G1F

**Buffalo Chain #1645**

109 Doral FF Box B1G1F

109 Doral FF Menthol Box B1G1F

The ROU (Judy Campbell) will be responsible for ordering all B1G1F product for this promotion. Enclosed for your convenience is a Form for ordering product and support materials for this promotion. ***All orders must be received at the ROU on, or before, March 6, 1996.***

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Should you have any questions, please contact me.

Sincerely,

*Stephen*

S. R. MacLeod

Regional Operations Manager

SRM/jc

cc: J. Campbell

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**RJR Manager:**

USE THIS FORM AS MASTER AND COMPLETE FOR ALL PARTICIPATING DIRECT ACCTS.  
THIS FORM WILL BE USED TO ORDER PRODUCT/ DISPLAYS, AND WILL BE FORWARDED TO DIRECT  
ACCOUNT WITH ALL SHIPPING INFORMATION (IN LIEU OF A LETTER).

*INCOMPLETE FORMS (MISSING INFORMATION; I.E., PO #S, SHIP DATES, ETC.) WILL BE RETURNED TO  
MANAGER.*

**MAIL / FAX THIS FORM TO ROU, ATTN: JUDY**

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**DISTRIBUTOR PROGRAM ORDER FORM**

**B1G1F PROMOTION #600895**

***FULL FLAVOR BOX***

***FULL FLAVOR MENTHOL BOX***



Please complete and return this form to the ROU by no later than ***MARCH 6, 1996***

\_\_\_\_\_  
RJR MGR's NAME

\_\_\_\_\_  
DIRECT ACCOUNT NAME

\_\_\_\_\_  
SIS #

PRODUCT ARRIVAL DATE:   3/   /96 (BETWEEN 3/25 AND 3/29/96)

\$ \_\_\_\_\_ EFT

\$ \_\_\_\_\_ NON-EFT

**DORAL FF BOX**

UPC 12300-22362

**DORAL FF MEN BOX**

UPC 12300-23373

\_\_\_\_\_  
(NUMBER/ 6M CASES)

\_\_\_\_\_  
(NUMBER/ 6M)

  3/   / 96 DELIVERY DATE

  3/   / 96 DELIVERY DATE

PO # (IF REQUIRED): \_\_\_\_\_

SPECIFY ANY SPECIAL ORDERING / SHIPPING INSTRUCTIONS: \_\_\_\_\_

(FILL IN)

Quantity Needed	ITEM #		SKU Packing
	#508841	Doral Box Intro B1G1F Kit	1/Each

2/96

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**DORAL FULL FLAVOR,  
FULL FLAVOR MENTHOL  
AND LIGHTS BOX**

**INTRODUCTION IN  
NEW AND EXISTING MARKETS**

**NESA (Excluding Cincinnati)**

**Direct Account Introductory Period:  
March 11 - April 5, 1996**

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